

REMARKS

By this Amendment, claims 1, 3-7, 10, 12, 13, 19, 20, and 23 are amended. Claims 2, 11, and 22 are canceled without prejudice or disclaimer. Claims 1, 3-10, 12-21 and 23-25 are pending.

Rejections under Section 102

The Examiner rejected claims 1, 4, 6, 8, 10, 13, 15 and 17 under 35 U.S.C. § 102(b) as being anticipated by Curtis et al., U.S. Patent No. 4,699,076. Specifically, it was said that Curtis et al '076 discloses, *inter alia*, a mounting system having first and second bodies wherein the first body has a "display connecting portion" in that the hull of the disclosed kayak could be used to display advertising logos.

In response, independent claims 1 and 10 have been amended to more clearly define that the claimed mounting system is for mounting a flat panel electronic display device such that the device is electrically isolated from the support structure so that radio frequency signals are not conducted from the support structure to the flat panel electronic display device. Applicant respectfully submits that Curtis et. al. '076 does not disclose, teach, or suggest, an electronic display device of any kind, let alone electrically isolating such a device from a support structure so as to inhibit conduction of radio frequency signals as now claimed. Consequently, Curtis et al '076 cannot anticipate or render obvious the claimed invention. As a result, Applicant respectfully requests that these rejections be withdrawn.

Rejections under Section 103

The Examiner rejected claims 1, 4-10 and 13-18 under 35 U.S.C. § 103(a) as being obvious over the Q-latch Web Brochure, "Mounting Solutions for All Large Flat Panel Display Installations" in view of Curtis et. al. '076. It is asserted that the referenced web brochure bears a date of 1999.

The copyright date of 1999-2004 which originally appeared on the referenced web brochure was incorrect. The referenced brochure was actually published in May of 2003, and the web page has been subsequently corrected to reflect the correct date. In view of the corrected date of the brochure, which is later than the priority date of the present application, Applicant respectfully submits that these rejections should be withdrawn.

Applicant points out that a Chief Manufacturing brochure entitled "Q-LatchTM Mounting System" and published in 2002 was cited to the Office in the IDS of August 10, 2004. This brochure depicts the original Q-LatchTM device including fastening buttons engaged in teardrop slots.

Applicant respectfully submits, however, that neither of the Q-LatchTM brochures, nor Curtis et. al. '076 discloses, teaches or suggests non-conductive fastening buttons for electrically isolating a flat panel electronic display device from a support structure so as to prevent the conduction of radio frequency signals as now claimed. Further, since Curtis et. al. '076 does not relate in any way to electronic display devices, one of skill in the art would not have been motivated to consult such a reference or to combine its teachings with references relating to mounts for flat panel electronic display devices. Since the cited references do not teach all

elements of the claimed invention, they cannot render it obvious. Reconsideration and withdrawal of these rejections is respectfully requested.

Claims 2, 3, 11, 12, and 19-25 were rejected under 35 U.S.C. § 103(a) as being obvious over the Q-latch Web Brochure, "Mounting Solutions for All Large Flat Panel Display Installations" in view of Curtis et. al. '076 and in further view of Engstrom '311. Engstrom '311 was said to teach a device with fasteners made from Nylon 6-6, a substantially electrically conductive material as claimed. Applicant respectfully traverses these rejections.

Although Engstrom '311 refers to fasteners made from Nylon 6-6, it does not refer to electrical insulating properties of Nylon 6-6, and does not contain any suggestion for connecting bodies with the fasteners disclosed therein so that each body is electrically insulated from the other to prevent conduction of radio frequency signals as now claimed. Consequently, Engstrom '311 does nothing to supply the teachings missing from the other cited references as discussed above. Since the cited references do not teach all aspects of the claimed invention, they cannot alone or in combination render the claimed invention obvious. Reconsideration and withdrawal of these rejections is respectfully requested.

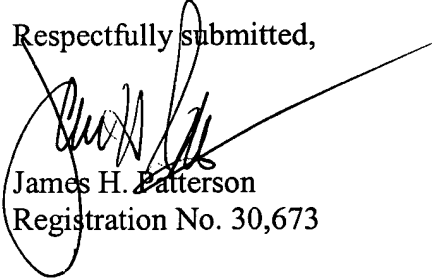
Conclusion

In view of the foregoing, it is submitted that this application is in condition for allowance. Favorable consideration and prompt allowance of the application are respectfully requested.

Application No. 10/821,395

The Examiner is invited to telephone the undersigned if the Examiner believes it would be useful to advance prosecution.

Respectfully submitted,



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